



7217/57620

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Chihara HIRONO  
Serial No.: 09/236,886  
Filed: January 26, 2001  
For: INFORMATION DISPLAYING SYSTEM, INFORMATION  
PROVIDING APPARATUS, AND INFORMATION PROVIDING METHOD  
Group No.: 2672  
Examiner: M. Good-Johnson  
Date: January 20, 2004

Mail Stop Appeal Brief  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Transmitted herewith is an Appeal Brief in the above-identified application.

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☐ Total claims in excess of \_\_\_ previously paid for, at \$18 (\$9)

☐ Independent claims in excess of \_\_\_ previously paid for, at \$84 (\$42)

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☐ This Response is being filed within the \_\_\_ first month, \_\_\_ second month, \_\_\_ third month, \_\_\_ fourth month, \_\_\_ fifth month following the expiration of the term originally set therefor. Applicants Petition for an extension, and the fee of \_\_\_ \$110 (\$55), \_\_\_ \$420 (\$210), \_\_\_ \$950 (\$475), \_\_\_ \$1,480 (\$740), \_\_\_ \$2,010 (\$1,005) is due and paid herewith.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Applicant : Chiharu Hirono  
Serial No.: 09/236,886  
Filed : January 26, 1999 Appeal No.  
For : INFORMATION DISPLAYING  
SYSTEM, INFORMATION  
PROVIDING APPARATUS, AND  
INFORMATION PROVIDING  
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Group : 2672  
Examiner : M. Good Johnson

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APPELLANT'S BRIEF

Mail Stop Appeal Brief  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is an Appeal to the Board of Patent Appeals and  
Interferences from the Decision dated August 28, 2003, of the  
Examiner finally rejecting the sole claim remaining in this  
application.

1. REAL PARTY IN INTEREST

This application is assigned to Sony Corporation, 7-35 Kitashinagawa 6-chome, Shinagawa-ku, Tokyo, Japan by the Assignment recorded March 15, 1999 at Reel 9835, Frame 0920.

2. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences presently known to the undersigned.

3. STATUS OF ALL CLAIMS

This application was originally filed with 22 claims. The 22 claims were amended by the Preliminary Amendment mailed March 18, 1999. Claims 1, 9, and 16 were amended and new claims 23-26 were added by the Amendment mailed April 27, 2001. claims 2, 10, and 17 were canceled and claims 1, 4-9, 12-16, and 19-23 were amended by the Amendment mailed October 17, 2001. Claims 1, 9, and 16 were amended and claims 3, 11, 18, and 23-26 were canceled by the Amendment mailed May 7, 2002. Claims 1, 9, and 16 were amended by the Amendment mailed December 4, 2002. Claims 4-9, 12-16, and 19-22 were canceled and new claim 27 was added by the Amendment mailed June 10, 2003. Claim 27 was canceled in the Amendment mailed on November 19, 2003 and filed concurrently with the Notice of Appeal. Claim 1, the sole claim remaining in this application, stands finally rejected and is the basis of this appeal.

#### 4. STATUS OF AMENDMENTS FILED SUBSEQUENT TO FINAL REJECTION

In response to the final rejection mailed August 28, 2003, Appellant mailed an Amendment After Final Action under 37 C.F.R. § 1.116 on November 19, 2003 canceling claim 27, thereby leaving claim 1 as the sole pending claim in this application. Finally rejected claim 1 is set forth in Exhibit A attached hereto.

#### 5. SUMMARY OF INVENTION

The present invention recited in independent claim 1 is intended to provide an improved information displaying system and method wherein:

(i) a map (44 in Fig. 5) stored in a first database (10 in Fig. 1) corresponding to a geographical location to be displayed is selected by a user by "a user's selecting operation" such as pressing "get map" (41 in Fig. 4) on a displayed webpage (40 in Fig. 4),

(ii) first attribute information associated with business information corresponding to the displayed webpage (40 in Fig. 4) is stored in a second database (11 in Fig. 1),

(iii) second attribute information corresponding to advertisement data is stored in a third database (12 in Fig. 1), and

(iv) an advertisement (45 in Fig. 5) is displayed with said map (44 in Fig. 5) after a correspondence between the first

attribute information (business type of the displayed webpage) stored in the second database (11 in Fig. 1) and the second attribute information (advertisement data) stored in the third database (12 in Fig. 1) is found. For example, a correspondence between the business category of the displayed webpage and the business category of the advertisement is found (S13 in Fig. 3).

An advantage of the improved information displaying system according to the present invention is that it enables a webmaster to control the advertisements being displayed independently from the user by adjusting the correspondence between the first and second attributes. That is, the geographical information to be displayed is selected by the user while the advertisements to be displayed are selected by the server.

#### 5.1 BRIEF DESCRIPTION OF THE REFERENCE

In Dunworth et al., U.S. Patent No. 5,930,474, the user selects a geographical location and then the user is presented with "topical" information associated with the geographical location. See col. 2, lines 41-49.

The topical information can be obtained from a Yellow Pages List Description (YPLD) database, for example. See col. 18, lines 39-54 cited in the Office Action as disclosing first and second attribute information, and Figs. 2B-C, for example.

After the user is presented with topics from the yellow pages, the user can select one from the list and receive further

information from the same YPLD database. See Figs. 2-7.

## 6. ISSUES

Whether the limitation in claim 1 of a "correspondence determination section" is supported by the original disclosure so as to comply with 35 U.S.C. §112, first paragraph.

Whether claim 1 is patentable under 35 U.S.C. §103(a) over Dunworth et al. (U.S. Patent No. 5,930,474).

## 7. GROUPING OF CLAIMS

Claim 1 being the sole claim under Appeal stands or falls by itself.

## 8. ARGUMENT

### 8.1 THE LIMITATION IN CLAIM 1 OF A "CORRESPONDENCE DETERMINATION SECTION" IS SUPPORTED BY THE ORIGINAL DISCLOSURE SO AS TO COMPLY WITH 35 U.S.C. §112, FIRST PARAGRAPH.

It is respectfully submitted that the recited "correspondence determination section" (S13 in Fig. 3 and 13 in Fig. 1) is clearly described in page 20 lines 15-18 and the first full paragraph of page 15 of the present application. The term "correspondence" is a dictionary equivalent to the term "correlation". See Webster's Ninth new Collegiate Dictionary

(Exhibit B).

Accordingly, it is respectfully submitted that the subject matter of all the limitations of claim 1 is clearly described in the specification and that claim 1 meets all requirements of 35 U.S.C. 112.

8.2 CLAIM 1 IS PATENTABLE UNDER 35 U.S.C § 103(a) OVER DUNWORTH ET AL. (U.S. PATENT 5,930,474).

As described above, the present invention recited in independent claim 1 is intended to provide an improved information displaying system and method wherein:

(i) a map (stored in a first database) corresponding to a geographical location to be displayed is selected by a user by "a user's selecting operation" such as pressing "get map" on a displayed webpage,

(ii) first attribute information associated with business information corresponding to the displayed webpage is stored in a second database,

(iii) second attribute information corresponding to advertisement data is stored in a third database, and

(iv) an advertisement is displayed with said map after a correspondence between the first attribute information (business type of the displayed webpage) and the second attribute information (advertisement data) is found.

An advantage of the improved information displaying system according to the present invention is that it enables a webmaster to control the advertisements being displayed independently from the user by adjusting the correspondence between the first and second attributes. That is, the geographical information to be displayed is selected by the user while the advertisements to be displayed are selected by the server.

It is respectfully submitted that Dunworth et al. fails to show or suggest an advertisement being displayed with a map selected by a user after a correspondence between first attribute information (business type of the displayed web page) and second attribute information (advertisement data) is found by a correspondence determination section of an advertisement display commanding means.

In Dunworth et al. the user selects a geographical location and then the user is presented with "topical" information associated with the geographical location. See col. 2, lines 41-58.

The topical information can be obtained from a Yellow Pages List Description (YPLD) database, for example. See col. 18, lines 39-54 cited by the Examiner as disclosing first and second attribute information, and Figs. 2B-C, for example.

After the user is presented with topics from the yellow pages, the user can select one from the list and receive further information from the same YPLD database. See Figs. 2-7. As



correctly pointed to by the Examiner, in the system of Dunworth et al. the presentation to the user of "topical" information associated with the geographical location is required. It is submitted that no other alternative system is taught by Dunworth et al.

Looking at Dunworth et al. in the best light we see that at most it may suggest the above-noted elements (i) and (ii). That is, a user selects a map and information associated with a business in the selected geographical area is displayed. It is respectfully submitted that nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type of a displayed webpage on which "a user's selection operation" is performed in the map area (first attribute) and advertisement data (second attribute) is found.

Further, the Examiner points to col. 18, lines 39-54 of Dunworth et al. as disclosing the recited "second data storing means...for storing first attribute information" and "third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data." It is respectfully submitted that, as noted above, Dunworth et al. at most is teaching that when a user selects a map, "topical" information associated with a business in the selected geographical area is displayed. The "topical information" is obtained from the Yellow Pages List Description (YPLD) database.

Nowhere in Dunworth et al. are shown the first and second attribute information and the advertisement data.

Furthermore, nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type of the displayed webpage (first attribute) and advertisement data (second attribute) is found.

Accordingly, it is respectfully submitted that claim 1 is patentably distinct over Dunworth et al.

A reversal of the final rejection of claim 1 by this Honorable Board is respectfully requested.

Respectfully submitted,

COOPER & DUNHAM LLP

A handwritten signature in black ink, appearing to read "Jay H. Maioli".

Jay H. Maioli  
Reg. No. 27,213

JHM/PCF:tb

## Exhibit A

Claim 1 (Finally Rejected). An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to a geographic location;

second data storing means for storing said geographic location and for storing first attribute information so that said geographic location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing command means for accepting said commanding signal sent from said display commanding means, for searching a

geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same

display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

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 ㄌㄧˊ sing | ㄉㄜˊ go | ㄌㄞˊ law | ㄅㄧˊ boy | ㄔㄧˊ chin | ㄔㄧˊ the | ㄆㄨˊ loot | ㄆㄨˊ foot  
 ㄌㄧˊ yet | ㄓㄧˊ vision | ㄌㄚˊ, k., æ, ㄜ, ㄝ, ㄟ, ㄠ, ㄡ, ㄢ, ㄣ, ㄤ, ㄥ See Guide to Pronunciation